

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) At a server computing system that is at least intermittently connected to one or more receiver modules in a network, wherein the server computing system comprises a planning module and a control module, wherein the planning module comprises an interface module, a data module, a reservation module, and an aggregation module, and wherein the one or more receiver modules are configured to display advertisements associated with an advertising campaign on a display device, a method for scheduling the advertising campaign to achieve an advertising impression goal, the method comprising:

receiving ~~at the control module~~ historical data from the receiver modules, the historical data comprising data about delivered advertising impressions, geographic information, demographic information, time of day, and programming viewed with the advertising impressions;

aggregating the received historical data; ~~at the control module;~~

the control module applying a rule to the aggregation data; ~~the rule being based upon the manner by which the historical data was collected by the receiver modules;~~ to generate ~~manipulated~~ estimated historical data ~~comprising estimated data~~ representative of all available receiver modules;

~~the planning module communicating with the control module;~~

delivering the ~~manipulated~~ estimated historical data to the planning module;

the planning module retrieving campaign data representing the number of advertising impressions of the advertisements scheduled for future display to the one or more target viewers;

the planning module combining the historical data and the campaign data to generate a schedule of available advertising inventory, the schedule usable by an advertiser to reserve advertising inventory ~~of the available advertising inventory~~ for the advertising campaign so that the advertising impression goal for the advertising campaign

is achieved within the timeframe and among the one or more target viewers selected by the advertiser;

~~the interface module displaying information to a user to schedule an advertising impression goal;~~

the reservation module assigning weights to advertisements in the advertising campaign, the weights defining a type of display frequency for the advertisements and the advertisement content associated therewith;

~~storing advertisement content at the control module;~~

~~the control module generating one or more metadata files associated with advertisement content, the metadata files comprising an ID attribute uniquely identifying advertising content, an ad type attribute indicating whether an advertisement is committed or flexible, an ad weight attribute which is a number to be interpreted by a receiver module and wherein an absolute weight is calculated as an impression goal for a committed advertisement divided by a total inventory, and a schedule element describing when advertising content is to be displayed to a viewer; defining properties of the advertisement content comprising when the advertisement content is to be displayed to a viewer; and~~

~~the control module delivering advertisement content and metadata files associated with the advertisements to at least one receiver module.~~

2. (Original) A method as recited in claim 1, further comprising a step for displaying the schedule using a graphical user interface.

3. (Original) A method as recited in claim 1, further comprising a step for notifying an individual when the requested impression goal for the advertising campaign exceeds the available advertising inventory.

4. (Original) A method as recited in claim 1, further comprising a step for booking multiple advertising campaigns within the same timeframe and target, allowing the total advertising inventory to be split among these simultaneous campaigns according to various weights.

5. (Original) A method as recited in claim 4, further comprising a step for overbooking one or more entries in the schedule of the available advertising inventory.

6. (Original) A method as recited in claim 4, further comprising a step for resolving a conflict between the requested impression goal and the available advertising inventory.

7. (Original) A method as recited in claim 1, further comprising a step for defining each of the one or more target viewers, each target viewer being defined by at least one of advertisement location data, market area data, and data indicative of a time interval that the advertisement is active.

8. (Original) A method as recited in claim 1, further comprising a step for defining the advertisements as either a committed advertisement or a flexible advertisement.

9. (Original) A method as recited in claim 1, further comprising a step for weighting the advertisement, the weighting defining the frequency of display of the advertisement.

10. (Original) A method as recited in claim 1, further comprising a step for adjusting the advertising type and weights of different campaigns at various times to avoid conflicts or overbooking before or during a scheduled campaign.

11. (Previously Presented) A method as recited in claim 1, wherein the control module comprises an advertising module, a manager module, and a historical data module, and the method further comprising:

the advertising module storing data in a database, the data comprising advertisement content for advertisements.

12. (Currently Amended) A method as recited in claim 1, wherein the data module comprises an overall advertising inventory module and an advertising detail inventory module,

the overall advertising inventory module providing a summary view of advertising impression inventory and scheduled advertising campaigns, including information about the total number of advertising impressions available, total number of advertisements that have been scheduled as committed, total number of scheduled flexible advertisements and the total weight of flexible advertisements for any defined target criteria, and

the advertising detail inventory module ~~[[52]]~~ providing detailed scheduling information for each scheduled advertisement comprising information relating to each advertisement including the total impression goal and advertising weight for any defined target.

13. (Previously Presented) A computer program product for implementing a method for scheduling an advertising campaign to achieve an advertising impression goal, the computer program product comprising:

a computer readable storage medium carrying computer executable instructions for implementing the method recited in claim 1.

14. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for displaying the schedule using a graphical user interface.

15. (Original) A computer program product as defined in claim 14, wherein the computer readable medium further carries computer executable instructions for performing the step for notifying an individual utilizing the planning module when the requested impressions of one or more advertising campaigns exceeds the available advertising inventory.

16. (Original) A computer program product as defined in claim 14, wherein the computer readable medium further carries computer executable instructions for performing the step for overbooking one or more entries in the schedule of the available advertising impressions.

17. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for defining a target viewer of the one or more target viewers, the target viewer being defined by at least one of demographic data, geographic data, time data, date data, and market area data.

18. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for defining each advertisement content as either a committed advertisement or a flexible advertisement.

19. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for weighting the advertisement, the weighting defining the frequency of display of the advertising content.

20. (Original) A computer program product as defined in claim 13, wherein the computer readable medium further carries computer executable instructions for performing the step for adjusting the advertising type and weights of different campaigns at various times to avoid conflicts or overbooking before or during a scheduled campaign.

21. (Currently Amended) In a A system, including at least one processor, configured to schedule the display of an advertisement from an available advertising inventory of advertising impressions, comprising one or more processors and computer readable storage media having encoded thereon instructions which, when executed, perform the method of claim 1.

~~a method of assigning weights to scheduled advertisements, the method comprising:~~

~~a step for identifying an advertising impression goal for the display of an advertisement to at least one target viewer;~~

~~a planning module calculating a weight for the advertisement based upon comparing the advertising impression goal to the total available advertising inventory for the advertisement's target during a duration, the weight defining the display frequency of the advertisement to achieve the advertising impression goal;~~

~~designating the weight as one of an absolute weight or a relative weight; such that~~

~~upon receiving the advertisement, a receiver computing system selectively displays advertising content, based at least in part on:~~

~~the weight of the advertisement,~~

~~whether the advertisement was committed or flexible, wherein committed advertisements guarantee an impression frequency and flexible advertisements are selectively displayed within remaining available advertising inventory,~~

~~the target data and the absolute and relative weights of other advertising content having also been received by the receiver computing system~~

~~and on current viewer characteristics, the characteristics comprising time and geographic location.~~

22 – 44. (Cancelled)